

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S) : Calabria et al.

TITLE : SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT

APPLICATION NO. : 10/743,520

FILED : December 19, 2003

CONFIRMATION NO. : 7681

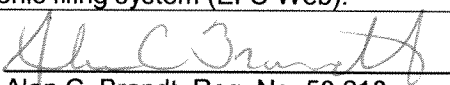
ATTORNEY DOCKET NO. : D/A3360Q1USNP-XERZ 200688US01

Commissioner for Patents  
U.S. Patent and Trademark Office  
Alexandria, VA 22313-1450

**EFS TRANSMITTAL LETTER**

Dear Sir:

In connection with the above-identified application, transmitted herewith are the following:

|  |  |
|--|--|
| <input type="checkbox"/> New Patent Application, including Transmittal<br><input type="checkbox"/> Utility <input type="checkbox"/> Design <input type="checkbox"/> Prov. <input type="checkbox"/> Cont. <input type="checkbox"/> CIP<br><input type="checkbox"/> Div. <input type="checkbox"/> RCE <input type="checkbox"/> 371 Submission<br>_____ pages of Specification<br>_____ pages of Claims (_____ total claims _____ independent claims)<br>_____ pages of Abstract<br>_____ sheets of Formal / Informal Drawings (Figures _____)<br><input type="checkbox"/> Declaration and Power of Attorney<br><input type="checkbox"/> Preliminary Amendment<br><input type="checkbox"/> Claim for Right of Priority: App. No.: _____ filed: _____<br>which claims Priority to App. No.: _____ filed: _____<br><input type="checkbox"/> Request & Certification Under 35 U.S.C. 122(b)(2)(B)(i) | <input type="checkbox"/> Information Disclosure Statement, including PTO Form 1449 and Number of References (if required)<br><input type="checkbox"/> Response to Notice to File Missing Parts<br><input type="checkbox"/> Amendment (due: _____)<br><input type="checkbox"/> Petition for One Month Extension of Time<br><input type="checkbox"/> Response to Notice to File Missing Requirements<br><input type="checkbox"/> Response to Restriction Requirement<br><input type="checkbox"/> Petition Specify Type<br><input type="checkbox"/> Notice of Appeal<br><input type="checkbox"/> Brief on Appeal<br><input type="checkbox"/> Issue Fee and <input type="checkbox"/> Publication Fee<br><input checked="" type="checkbox"/> Other: Reply Brief |
| <input checked="" type="checkbox"/> One or more fees may be paid via credit Deposit Account No.24-0037 in association with this submission. If any additional fee is determined to be due as a result of the filing of this submission, the Commissioner is hereby authorized to charge any such additional fees associated with this submission to Deposit Account Number 06-0308.  |  |
| <input checked="" type="checkbox"/> Should any extensions of time under the provisions of 37 CFR 1.136(a)(1)-(5) be required for this submission, the Commissioner is hereby authorized to charge any such extension of time fees to Deposit Account Number 06-0308.   |  |
| <input checked="" type="checkbox"/> This submission is being filed on the date indicated below by electronic transmission with the United States Patent and Trademark Office via the electronic filing system (EFS-Web).   |  |
| <u>July 22, 2011</u><br>Date   | <br>Alan C. Brandt, Reg. No. 50,218  |